



A STUDY ON PERCEPTION AND BUYING BEHAVIOUR OF VARIOUS BRANDED CARS WITH SPECIAL REFERENCES TO COLLEGE STUDENTS IN COIMBATORE CITY

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Abstract:

In today's digital age, social media platforms have become integral in shaping consumer behavior, particularly in the tourism sector. This study delves into the intricate relationship between social media and consumer behavior in the context of tourism. Utilizing a mixed-methods approach, both quantitative analysis and qualitative insights were gathered to understand how social media influences tourists' decision-making processes. Through surveys this research elucidates the various factors that drive consumer engagement, information seeking, decision-making, in the realm of tourism. The findings reveal the significant impact of social media on tourists' perceptions, preferences, and choices. Furthermore, this study identifies key trends and opportunities for tourism businesses to effectively leverage social media platforms in enhancing customer experiences. Ultimately, this research contributes to the burgeoning field of tourism studies on the evolving dynamics between social media and consumer behavior, offering valuable insights for marketers, and researchers alike.

Keywords: tourism, social media, consumer behavior, trends, information seeking, engagement

INTRODUCTION

Social media impact on tourism is seen in the ways people research before going on a trip. Now people are encouraged to share their travel experiences. Thus, social media has transformed the way people make decisions. People build their trust in a tourism agency based on the reviews of the others. Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these. Merging social media and tourism marketing will lead to excellent results for your business. Here we have gathered information about the essentials of social media in tourism marketing: what is the role of it and how it can be effectively used. Social media has created a new level of authenticity and trust in travel recommendations. User generated content, such as photos, videos, and reviews, have become a significant influence on travel decisions. Travelers can now see real-life experiences and feedback from other travelers, allowing them to make more informed decisions about their trip.

OBJECTIVES OF THE STUDY

- To investigate the awareness of tourism through social media
- To evaluate the consumer perception towards travel and tourism through social media
- To know the level of promotion of tourism through social media
- To examine the support of social media towards tourism

RESEARCH METHODOLOGY

SOURCES OF DATA

The study contains data collected from primary source

PRIMARY DATA

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of students. A questionnaire was prepared and with the help of which the primary data has been collected.

AREA OF STUDY

The area of the study is focused to Coimbatore city (PSG College of Arts and Science), the second largest urban center in Tamil Nadu. Coimbatore has evolved into an educational hub of South India and is the home to leading universities and colleges. PSG College of Arts and Science is one the prestigious colleges in Coimbatore. The PSG college of Arts and Science has been accredited at the 2.5-star level by National Assessment and Accreditation Council (NAAC) and became an ISO 9001: 1994 certified institution in 2001 and subsequently an ISO 9001: 2000 certified institution since 2003.

SAMPLE SIZE

The sample size of this study is 125 respondents.

FINDINGS AND RESULT

Simple percentage

TABLE NO 1- AGE

AGE	NO. OF RESPONDANTS	PERCENTAGE
18-22	55	44
23-27	45	36
28-32	13	10.4
ABOVE 33	12	9.6
TOTAL	125	100

(SOURCE: primary data)

Interpretation:

It is clear that out of 125 respondents, 44% are in the age group of 18- 22 years, 36% are in the age group of 23-27, 10.4 % are in the age group of 28-32 and 9.6% are in the age group of above 33.

TABLE NO 2 – GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
FEMALE	86	68.8
MALE	39	31.2
TOTAL	125	100

(SOURCE: primary data)

Interpretation

It is clear that out of 125 respondents, 68.8% are female and 31.2% are male.

TABLE NO 3 – MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
MARRIED	43	34.4
UNMARRIED	82	65.6
TOTAL	125	100

(source: primary data)

Interpretation:

It is clear that out of 125 respondents, 34.4% are married and 65.6% are unmarried.

ANOVA

**TABLE NO -4 RELATIONSHIP BETWEEN OCCUPATION AND SATISFACTION
OF USING SOCIAL MEDIA FOR TOURISM**

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Research about the destination on social media	Between Groups	16.636	3	5.545	4.069	.009
	Within Groups	164.916	121	1.363		
	Total	181.552	124			
Discovery of new destination from social media	Between Groups	17.120	3	5.707	5.165	.002
	Within Groups	133.680	121	1.105		
	Total	150.800	124			
Social media influencers influence the decision of destination	Between Groups	20.341	3	6.780	4.578	.005
	Within Groups	179.227	121	1.481		
	Total	199.568	124			
Trusting of information about the destination from social media	Between Groups	14.503	3	4.834	4.158	.008
	Within Groups	140.697	121	1.163		
	Total	155.200	124			
Social media helped to plan own travel schedule	Between Groups	24.506	3	8.169	4.489	.005
	Within Groups	220.166	121	1.820		
	Total	244.672	124			

H0: There is no significant association between personal factors and details about destination from social media

H1: There is significant association between personal factors and details about destination from social media

INTERPRETATION:

This shows the relationship between occupation and satisfaction of using social media for tourism using one way ANOVA.

Relationship between occupation and research about the destination on social media

From the above table the significant value of association between occupation and research about the destination on social media is <0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between occupation and research about the destination on social media.

Relationship between occupation and discovery of new destination from social media

From the above table the significant value of association between occupation and discovery of new destination from social media is <0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between occupation and discovery of new destination from social media.

Relationship between occupation and social media influencers influence the decision of destination

From the above table the significant value of association between occupation and social media influencers influences the decision of destination is <0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between occupation and social media influencers influence the decision of destination.

Relationship between occupation and trusting of information about the destination from social media

From the above table the significant value of association between occupation and trusting information about the destination from social media is <0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between occupation and trusting of information about the destination from social media.

Relationship between occupation and social media helped to plan own travel schedule

From the above table the significant value of association between occupation and social media helped to plan own travel schedule from social media is <0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between occupation and trusting of information about the destination from social media.

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TABLE NO -5 PERSONAL FACTOR VS MODE OF SOCIAL MEDIA USED BY RESPONDENT

FACTOR	P-VALUE	DF	SIG. VAL	S/NS
AGE	15.388 α	6	0.017	S
GENDER	.905 α	2	0.636	NS
EDUCATIONAL QUALIFICATION	8.426a	6	0.209	NS

Note: S: significant (value <= 0.05), NS: Not significant (value > 0.05) (Source: primary data)

INTERPRETATION:

H0: There is no significant association between personal factors and details about destination from social media

H1: There is significant association between personal factors and details about destination from social media

From the table, p value chi square test is less than 0.05. So, we are accepting the null hypothesis and rejecting the alternative hypothesis and in two case p value of chi square test is greater than 0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis.

It is concluded that the age has significant association on the mode of social media used by respondent and gender & educational qualification has no significant association on the mode of social media used by respondents.

CONCLUSION

Social media promotes tourism in large scale in recent times with the help of social media influencers by posting stunning videos and post about a destination to attract general public to travel. From this study I concluded that social media promotes tourism when influencers of social share their personal experiences about their travel destination, food suggestion and accommodation suggestion. This study finds that benefits of social media contents towards tourism helps general public to experience different culture.

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